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CONSUMER TIME

R-31

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Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and non-Defense agencies
of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER

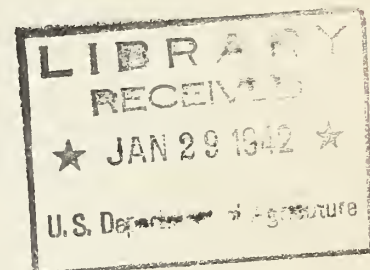
5. GUNNAR: That's your money paying for a home.

6. SOUND: CASH REGISTER

7. NANCY: That's your money buying clothes and the thousands of
other things you need.

8. GUNNAR: That's you . . . paying for these things . . . money out
of your pockets.

9. SOUND: CASH REGISTER - CLOSE DRAWER



10. ANNOUNCER: CONSUMER TIME today brings you facts that will make your pennies and dollars go farther and buy you more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

And here is your Consumers' Counsel in person --
Donald Montgomery.

11. MONTGOMERY: Greetings, fellow consumers. I have a story to tell you today. But before I get to that, I'd like to let my two reporters tell you some of their good news. Nancy Ordway, with news about ---

12. NANCY: Low-cost cuts of lamb.

13. MONTGOMERY: And Gunnar Jagdmann ---

14. GUNNAR: With rules for rayons.

15. ANNOUNCER: And here too is our inquiring consumer -- that smart young housewife who gets the facts -- Mrs. Evelyn Freyman ---

16. FREYMAN: If I'd only gotten the facts on rayons last week ---!

17. GUNNAR: Why -- what's the matter, Mrs. Freyman?

18. FREYMAN: Gunnar - 'member my saying that I'd had some perfectly terrible experiences with rayon?

19. GUNNAR: Yes - I remember.

20. FREYMAN: Well - I've had another.

21. GUNNAR: Say - that's too bad. What happened?

22. FREYMAN: Well, it was last Saturday night, and my husband and I had been invited to a big party. I was pressing my dress, when David came home ---

(PAUSE)

23. SOUND: CLUMP OF IRON. CREAM OF IRONING BOARD.

24. DAVID: Gee, I'm glad you're going to wear that dress tonight, honey - 'stead of your old one.

25. FREYMAN: Hope I have as good time in it as I did New Year's Eve.

26. SOUND: RUSTLE OF DRESS SHIFTED ON BOARD

27. DAVID: Gee, I like the way that material shines. What is it --- silk?

28. FREYMAN: Silk! When we're at war with Japan? This is real American-made rayon. I'll have these wrinkles ironed out in a jiffy . . .

29. SOUND: SMOOTHING RAYON. CREAK OF IRONING BOARD

30. FREYMAN: (SHRIEK) Ohhh!

31. DAVID: Burn yourself?

32. FREYMAN: No - my dress! Look!

33. DAVID: (AWED) Gee! A hole right through it!

34. FREYMAN: (WEAR TEARS) It - it just melted!

35. DAVID: Evelyn - honey ---

36. FREYMAN: Just melted right away!

37. DAVID: What do we care? You'll look just as pretty in your old one.

(PAUSE)

38. FREYMAN: (ON CUE) But we did care, Gunnar. All our dreams of a big evening melted away with that rayon material.

39. GUNNAR: That must have been acetate rayon.

40. FREYMAN: Acetate ---?

41. GUNNAR: That's one variety of rayon - made by a special process, and it needs special care. Acetate does melt away when pressed with a too-hot iron.

42. FREYMAN: Well, I think the saleswoman might have warned me about that!

43. GUNNAR: Better yet - the warning might have been printed right on the label.
44. FREYMAN: Well, why wasn't it?
45. GUNNAR: Well, because you consumers haven't asked for it hard enough, I guess. The Federal Trade Commission did issue rules saying rayon must be labeled as such - when two million women demanded it. That's how you could be sure your dress was rayon - instead of silk.
46. FREYMAN: But what good does that do me - if I don't know what type of rayon it is - or how to take care of it?
47. GUNNAR: Well, I'll tell you how. All rayon, you know, is a man-made fabric.
48. FREYMAN: Uh-huh. It's made out of the same stuff as cellophane - isn't it?
49. GUNNAR: That's right. And it's quite different from natural fabrics. For one thing, it's not so strong or elastic.
50. FREYMAN: I know. I've had rayon tear when I washed it.
51. GUNNAR: That's because water weakens the fibers. You should never soak rayon.
52. FREYMAN: But suppose it's very dirty?

53. GUNNAR: Then use two or more suds. Just squeeze the sudsy water through the fabric gently. Don't rub it - or pull or twist.
54. FREYMAN: How hot should the water be, Gunnar?
55. GUNNAR: Use lukewarm water. Never hot. And be sure your soap flakes are mild - not strong or harsh.
56. FREYMAN: Mild soap flakes - lukewarm water - and squeeze gently. Any particular rules for rinsing rayons?
57. GUNNAR: Yes, you should rinse the garment two or three times in clear water the same temperature you used for washing. And always gently —
58. FREYMAN: Can't I even wring it out?
59. GUNNAR: Not if you want your rayon to keep its shape. Just squeeze the water out - without twisting. Then roll the garment in a turkish towel till it's ready to be ironed. Of course, knitted articles should be laid out flat for drying. You don't press them.
60. FREYMAN: But the rayons I do press - slips and dresses and so forth - should they be damp?
61. GUNNAR: Yes - slightly. But, it's not good to let them dry and then sprinkle them, as they tend to shrink in drying.

62. FREYMAN: Well, won't they shrink in the ironing?
63. GUNNAR: Not so much -- if you do it right. You're supposed to iron rayons on the wrong side of the material --- moving the iron up and down the length ---
64. FREYMAN: You mean -- not crosswise of the garment ---
65. GUNNAR: No, not crosswise. Up and down. And you sort of hold the rayon taut with your left hand, while you iron with your right.
66. FREYMAN: I see. Pull the cloth before the iron ---
67. GUNNAR: That's the idea. It helps to keep the material from shrinking.
68. FREYMAN: Well, I can see now why I've had such trouble with rayons. I've just been washing them the way I would cotton.
69. GUNNAR: Uh-uh. They've got to be handled with care. And some rayons, you know, can't be washed.
70. FREYMAN: Well, how can I tell?
71. GUNNAR: Well, it's always a good idea -- when buying rayon -- to ask the saleswoman whether it will wash or not. If there's any doubt, you'd better not try. Send that garment to a reliable cleaner.
72. FREYMAN: Why?

73. GUNNAR: Because he must know his rayons. Acetate rayon will dissolve in certain kinds of cleaning fluids.
74. FREYMAN: But my heavens, Gunnar! What's the good of acetate rayon - if it dissolves and melts and ---
75. GUNNAR: It's very good - for that white formal of yours. You see, acetate doesn't spot or soil easily. So you wouldn't need to have it cleaned so often.
76. FREYMAN: Oh . . But, Gunnar - you haven't yet told me how I can tell acetate rayon from the other kinds.
77. GUNNAR: Well, you can always ask the saleswoman. If she doesn't know, she can find out.
78. FREYMAN: Frankly, I'd rather get my information - and rules for caring for the rayons - from the labels, and be sure.
79. GUNNAR: Well, you know the answer to that. It's up to you consumers to see that you do get that information from the labels.
80. FREYMAN: And don't think I'm not going to start working on it - and get my friends to start working too. But until such a ruling goes through, would you happen to have a Tips card on rayons?

81. GUNNAR: We do. A Consumer Tips card with all these facts I've told you. And you can get a copy of that card to keep on hand when you're buying or using rayons.
82. FREYMAN: It gives all these rules for washing - and how to tell the type of rayon ---?
83. GUNNAR: Everything I've told you - all on a handy three-by-five inch card to keep in your recipe file. And all you have to do to get it is write to your Consumers' Counsel - Department of Agriculture - Washington, D.C. Tell us you want the Tips on rayons - and give us your own name and address and the call letters of the station to which you are listening - and we'll send you your copy.
84. FREYMAN: Will you tell us that address again - where we're supposed to write?
85. GUNNAR: Later in the program - after Nancy here has told you her news on low-costs of lamb.
85. NANCY: (COMING ON MIKE) This isn't really news. Low-cost cuts of lamb have always been on the market.
86. FREYMAN: Well, it's news to me. Or it was - till just the other day.

87. NANCY: You been stealing a march on me again - and studying up on low-cost cuts?
88. FREYMAN: No, I just happened to go shopping with Mother Miles, and when we came to the meat counter ---
89. SOUND: FADE IN GROCERY STORE SOUNDS. CASH REGISTER, OFF. CLEAVER ON CHOPPING BLOCK, ON MIKE.
90. BUTCHER: (FADING IN) Morning, Mrs. Miles - Mrs. Freyman.
91. MOTHER M: Morning, Bill.
92. BUTCHER: What can I do for you, ladies?
93. FREYMAN: Well, I'd like to have some lamb today. Got any nice lean chops?
94. BUTCHER: (TURNING OFF) Yes, Ma'am!
95. MOTHER M: Lamb chops! You and David must have struck oil.
96. FREYMAN: Well, I can't buy a whole roast, and I do want lamb, so chops are the only thing ---
97. BUTCHER: (COMING ON MIKE) Here you are, Mrs. Freyman. Lean loin lamb chops - forty-two cents a pound.
98. FREYMAN: Forty-two!
99. MOTHER M: I thought they'd be expensive.

100. BUTCHER: Well, we have some nice shoulder chops. Special today at twenty-one.
101. MOTHER M: Just half as much. Why don't you get them, Evelyn?
102. FREYMAN: What are shoulder chops?
103. MOTHER M: You mean - you've never bought them?
104. FREYMAN: Well, I thought chops were chops.
105. MOTHER M: Bill - cut her off a couple of shoulder chops. We'll have to educate this young housewife.
106. BUTCHER: (TURNING OFF) Yes, Ma'am!
107. MOTHER M: (PROJECTING) And make them good!
108. BUTCHER: (AWAY) They are good.
109. SOUND: FIDE OUT STORE SOUNDS.
110. FREYMAN: And they were good, Nancy.
111. NANCY: Of course they were. All lean lamb is equally nutritious - no matter what cut you get.
112. FREYMAN: Well, why haven't I heard of shoulder chops before?
113. NANCY: Just because loin chops - and ribs, and leg of lamb are the most popular cuts. That's why they're so expensive.

114. FREYMAN: I thought that other cuts of lamb were tough.
115. NANCY: No lamb is tough - if it is lamb, and it's cooked right. Lamb is young meat. All cuts are tender enough to roast or broil.
116. FREYMAN: What cuts - beside the leg, and loin or shoulder chops?
117. NANCY: Well, the shoulder - sometimes called "lamb chuck" - can also be boned and roasted. And another low-cost cut is breast of lamb ---
118. FREYMAN: How would I cook that?
119. NANCY: Well, you might cut it up for stew. Or - if you'd rather roast it - have your butcher cut a pocket down the flesh close to the ribs, and fill that with well-seasoned breadcrumb stuffing ---
120. FREYMAN: Stuffed breast of lamb. Um-yum!
121. NANCY: You can make lots of delicious dishes from the cheaper cuts. For stews, the neck is good - and cost only eleven cents a pound here in Washington the other day.
122. FREYMAN: Eleven cents - for lamb?
123. NANCY: That was the price in my butcher shop the other day. It's always a good idea to compare the prices of various cuts - then pick the one that fits your pocketbook and your menu. Of course, there is likely to be more bone and waste in the low-cost cuts, but they are cheaper.

124. FREYMAN: Any other low-cost cuts, Nancy - besides breast, and chuck and neck?
125. NANCY: Well, there's the shank - good for soup, or stew, or ground up for lamb patties.
126. FREYMAN: Shank. Is that all?
127. NANCY: All the usual cuts of lamb. But there's another way of getting low-cost meat, besides the cut - something Mrs. Miles missed.
128. FREYMAN: What's that?
129. NANCY: Buying by Government grade.
130. FREYMAN: You mean, there's ABC's in meat, same as canned goods?
131. NANCY: Not ABCs. In meats, the Government grades are: U.S. Prime - that's highest quality. Then U.S. Choice - U.S. Good - U.S. Commercial - and U.S. Utility. You see very little prime grade at the stores. There's so little of it that it's usually all bought up by big hotels and restaurants.
132. FREYMAN: But the U.S. Choice - and Good - and Commercial - and Utility - are okay?
133. NANCY: You bet they are. You may have to shop around a bit to find the lower grades, but - pound for pound of lean meat - they're just as nutritious.

134. FREYMAN: Well, thanks, Nancy. You certainly helped me to solve my meat problems. If I could only remember all you've told me about cheaper cuts of lamb . . .
135. NANCY: No need to remember it. We've prepared a Consumer Tips card on lamb.
136. FREYMAN: And it may just be had for the asking?
137. NANCY: Right. There's a picture on one side of the card, showing all the different cuts of lamb. And on the other side are listed the names of the cuts - how they should be cooked - and whether they're cheap, or medium priced, or expensive.
138. FREYMAN: My, that sound like a marvelous thing to have. I should think every housewife would want a copy.
139. NANCY: Well, we'll tell you just how you can get one - free - in a few minutes. But first we want to hear from your Consumers' Counsel - Donald Montgomery.
140. MONTGOMERY:

141. FREYMAN: Thank you, Mr. Montgomery, for a very helpful suggestion. And - can you tell me what's on tap for next week's CONSUMER TIME?
142. MONTGOMERY: Well, Nancy here is to report on ---
143. NANCY: Materials for blackouts.
144. MONTGOMERY: And Gunnar ---
145. GUNNAR: House-cleaning for you and Uncle Sam.
146. FREYMAN: Well - sounds as if I'd better be on tap myself next week. And now, Nancy - how about today's Tips cards?
147. NANCY: Get your pencil ready - to jot down the address. Both cards - one on rayons, and one on low-cost cuts of lamb - will be given to all CONSUMER TIME listeners who write in for them. Both of these Tips cards are valuable additions to your household file. And what's more - they're just the right size to slip into your purse when you go shopping for lamb or rayons. Our announcer, _____, will tell you how to get your copies.
148. ANNOUNCER: It's very simple. There's nothing to send - except your request for Tips on lamb and rayons. Address to your Consumers' Counsel - Department of Agriculture - Washington, D.C. Please be sure to give us your own

(MORE)

name and address - and the call letters of the radio station over which you heard this program. Just tell us you want the Consumer Tips on lamb and rayons - and they will be sent to you absolutely free.

Next week CONSUMER TIME will bring you more valuable facts from your Consumers' Counsel in the Department of Agriculture - in cooperation with Defense and non-defense agencies of the United States Government working for consumers.

Heard on today's program were Evelyn Freyman, Gunnar Jagdmann, Nancy Ordway, Nell Fleming, Whit Vernon, and your Consumers' Counsel - Donald Montgomery.

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